

U.S. Citizenship and Immigration Services (USCIS)

**June 2015 Monthly Web Metrics Report
Customer Service Web Portal (CSWP)**

July 20, 2015

Revision History

Version	Date	Name of Author	Summary of Changes
1.0	July 20, 2015	CSWP, Senior Business Analyst	Baseline Draft

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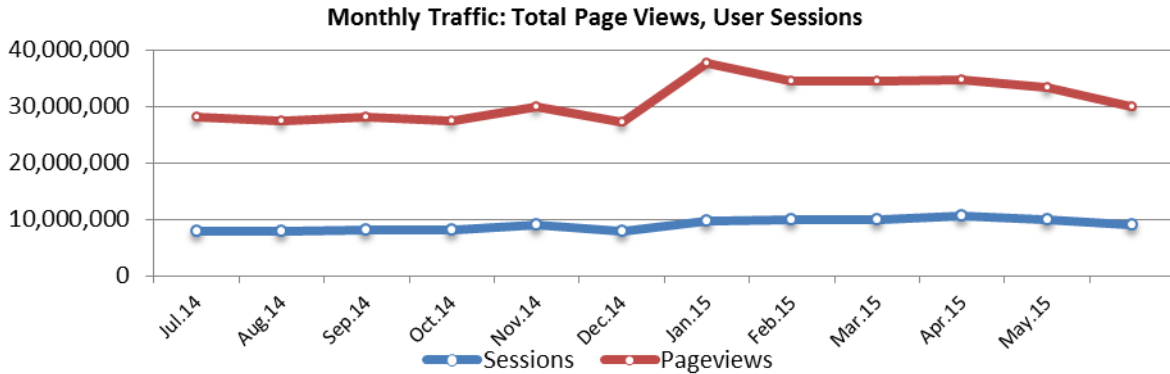
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Executive Summary

This report covers USCIS Customer Service Web Portal (CSWP) metrics and related analysis for June 2015. Included is data on the CSWP's Spanish language component, USCIS-ES. Highlights in this report:

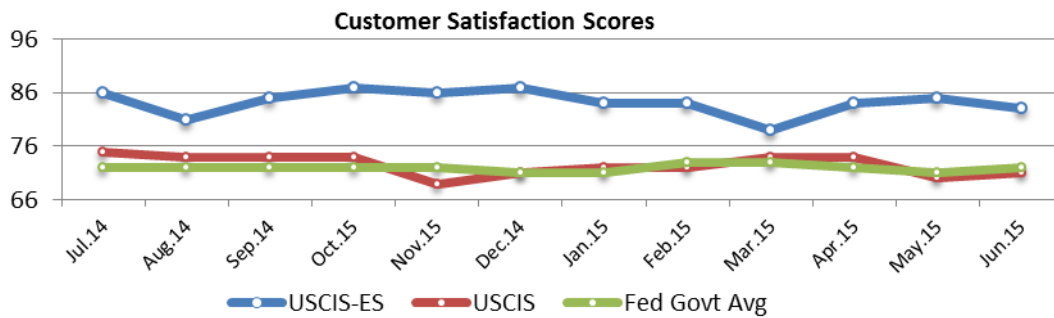
► Overall Traffic Volume

Page views decreased 9.96% over last month. User Sessions decreased 8.47%. Page views of PDFs increased 4.26%. (See page 2-3.)



► Customer Satisfaction Scores This Month

The score for USCIS-ES.gov decreased from 85 to 83 this month with 90 respondents this month. The score for USCIS.gov increased from 70 to 71 with 928 respondents this month. (See page 9.)



USCIS	USCIS-ES	Federal Govt.
71	83	71

► USCIS-ES Visitor Traffic

User Sessions and Page Views decreased 3.08% and 2.41% respectively. The USCIS-ES homepage was viewed 247,238 times in June compared to 255,017 in May, a decrease of 3.05%. Page Views of the “Contáctenos” page increased 10.50% from last month. Page Views of the “Consideración de Acción Diferida para los Llegados en la Infancia” page was up 12.54% from last month. (See page 14-15.)

CSWP Visitor Traffic

► **Notable changes this month:** Page views decreased 9.96% over last month. User Sessions decreased 8.47%. Page views of PDFs increased 4.26%.

Metric	Dec.14	Jan.15	Feb.15	Mar.15	Apr.15	May.15	Jun.15	Change
Pageviews	27,214,760	37,577,960	34,548,035	34,505,791	34,747,104	33,328,516	30,010,346	-9.96%
Users	4,118,578	5,127,416	5,369,771	5,069,704	5,399,170	5,139,681	4,590,711	-10.68%
Sessions	7,916,612	9,774,916	9,996,313	9,964,767	10,542,795	9,864,435	9,029,393	-8.47%
Avg Session Duration	00:04:13	00:04:26	00:04:07	0:04:14	00:03:54	00:03:58	00:04:02	1.68%
% New Sessions	40.45%	42.22%	42.66%	39%	40.09%	40.19%	38.83%	-3.38%
Pageviews/Session	3.44	3.84	3.46	3.46	3.30	3.38	3.32	-1.78%
Bounce Rate	30.88%	31.20%	34.74%	31.42%	34.41%	34.04%	30.94%	-9.11%
PDF Pageviews*	14,468,677	18,133,762	16,308,215	19,498,803	19,039,279	15,822,483	16,497,086	4.26%

* PDF pageviews represent the number of views of files with the .PDF extension, as tracked via Akamai web logs (not Google Analytics).

Distribution of Traffic by Major Landing Pages

The CSWP Home Page makes it easy for visitors to find and navigate to popular information and resources. The table below includes traffic main landing pages.

► **Notable changes this month:** Page views of the Forms page decreased 2.51%. Page views of the “News” page decreased 28.10%. Page views of the Executive Actions on Immigration landing page decreased 36.60%.

	Page	Page Views	Avg. Time on Page	Entrances*	Bounce Rate	Change
1	Forms	1,255,435	53.07	263,708	19.97%	-2.51%
2	Green Card	376,566	50.56	123,684	25.24%	-7.24%
3	U.S. Citizenship	161,310	75.92	56,473	28.58%	-7.84%
4	News	132,910	74.12	51,759	43.97%	-28.10%
5	Tools	116,169	157.60	30,881	25.66%	5.59%
6	Executive Actions on Immigration	46,493	203.94	27,422	71.29%	-36.60%
7	Working in the US	38,615	100.05	17,049	43.56%	-3.55%
8	About Us	36,816	84.04	8,667	37.06%	-4.11%
9	Laws	34,230	84.38	13,280	42.59%	-0.91%
10	Military	11,909	98.27	2,347	41.96%	-6.83%
11	Humanitarian	11,482	80.87	2,447	38.00%	-3.65%
12	Outreach	7,620	91.23	2,343	37.71%	-9.06%

Top 25 Viewed Pages

The following table shows the 25 most viewed pages on USCIS.gov with additional statistics according to Google Analytics.

► **Notable changes this month:** Page Views decreased an average of 9.96% overall. Page Views of the USCIS Homepage decreased 1.06%. Page Views of the “Naturalization Self-Test 1” decreased 18.47%. Page Views of the “Forms” page decreased 2.51%. Page Views of the “Contact Us” page increased 8.30%.

	Page Title	Page Views	Avg. Time on Page	Entrances*	Bounce Rate	Change
1	Homepage	4,787,232	137.73	3,372,369	15.69%	-1.06%
2	Naturalization Self-Test 1	2,473,456	14.51	59,459	6.92%	-27.03%
3	Forms	1,255,435	53.07	263,708	19.97%	-2.51%
4	Naturalization Self-Test 2	1,163,207	14.51	5,867	24.95%	-18.47%
5	Naturalization Self-Test 3	722,216	13.11	3,239	22.52%	-16.02%
6	Petition for Alien Relative	588,099	193.03	119,516	29.81%	-2.10%
7	Application for Naturalization	579,912	221.22	117,351	35.56%	-3.82%
8	Naturalization Self-Test 4	480,974	12.09	2,421	30.26%	-14.55%
9	Application for Employment Authorization	435,678	174.69	92,883	26.78%	-30.43%
10	Green Card	376,566	50.56	123,684	25.24%	-7.24%
11	Application to Register Permanent Residence or Adjust Status	365,986	170.26	59,152	33.82%	-1.15%
12	100 Civics Questions and Answers with MP3 Audio (English version)	321,661	166.58	77,910	45.84%	-10.60%
13	Affidavit of Support Under Section 213A of the Act	314,302	228.65	76,341	19.23%	-3.60%
14	Application to Replace Permanent Resident Card	300,877	220.76	64,543	34.68%	-2.96%
15	E-Verify	299,965	124.78	213,021	29.92%	-0.08%
16	Espanol Homepage	250,983	128.14	68,982	20.00%	-3.87%
17	Contact Us	248,209	164.69	61,575	43.44%	8.30%
18	Apply for Citizenship	247,014	146.48	89,639	29.04%	-5.88%
19	E-Filing Form I-90 Using USCIS ELIS	225,440	182.24	18,833	22.72%	-5.29%
20	Employment Eligibility Verification	211,138	142.56	115,576	31.16%	1.40%
21	USCIS ELIS	195,941	69.59	67,870	12.62%	-14.73%
22	Renew a Green Card	195,833	71.43	58,507	20.60%	-2.11%
23	Application for Travel Document	191,315	212.27	46,038	33.24%	1.91%
24	Green Card Through Family	183,875	54.75	11,224	35.37%	-3.77%
25	Log in to USCIS ELIS	174,827	308.58	31,017	16.68%	-13.00%

* “Entrances” count the first hit of the session that is also a page.

Top 25 Referring Sites Sending Traffic to CSWP

The following table lists the top 25 sources of Web traffic referred to USCIS.gov from external Web sites.

► **Notable changes this month:** Sessions referred from m.facebook.com decreased 78.29%. Sessions referred from travel.state.gov decreased 11.15%.

	Search Term	Sessions	% New Sessions*	New Users	Bounce Rate	Pages / Session	Change
1	travel.state.gov	143,458	26.83%	38,492	30.38%	2.74	-11.15%
2	links.govdelivery.com	71,726	16.92%	12,133	30.75%	2.71	-20.41%
3	m.facebook.com	62,543	64.53%	40,356	70.03%	1.79	-78.29%
4	bs.serving-sys.com	44,681	97.10%	43,384	97.19%	1.05	-28.66%
5	dhs.gov	32,072	43.22%	13,861	30.42%	3.81	0.42%
6	facebook.com	28,617	26.53%	7,592	40.52%	2.64	-57.51%
7	ustraveldocs.com	24,889	43.63%	10,859	41.03%	2.81	-1.26%
8	trackitt.com	22,870	12.46%	2,850	38.89%	1.57	-35.96%
9	visajourney.com	19,149	12.27%	2,349	37.53%	2.12	-3.27%
10	nolo.com	18,417	28.42%	5,235	35.69%	2.65	0.39%
11	search.yahoo.com	18,154	32.64%	5,925	37.98%	2.58	81.50%
12	usa.gov	17,929	52.70%	9,449	33.30%	4.29	-12.29%
13	l.facebook.com	16,485	28.61%	4,717	40.91%	3.16	-58.97%
14	search.dhs.gov	15,988	36.56%	5,845	26.08%	3.66	6.10%
15	immigration-law.com	12,053	11.13%	1,341	39.88%	1.62	-59.89%
16	t.co	11,872	22.88%	2,716	46.17%	2.38	-52.96%
17	murthy.com	10,679	9.28%	991	34.31%	1.77	-63.32%
18	us.wow.com	9,980	31.84%	3,178	25.53%	5.28	-4.43%
19	search.tb.ask.com	9,751	22.86%	2,229	15.49%	4.69	-18.85%
20	lm.facebook.com	9,456	30.16%	2,852	55.71%	1.87	-70.43%
21	alllaw.com	7,229	33.57%	2,427	32.20%	2.84	2.86%
22	redbus2us.com	6,960	19.58%	1,363	33.86%	2.15	-60.73%
23	welcometousa.gov	5,787	19.44%	1,125	23.85%	4.98	0.91%
24	uscitizenpod.com	5,220	18.51%	966	48.75%	3.99	16.73%
25	ambals.blogspot.com	4,705	25.91%	1,219	54.60%	1.38	-8.50%

* New Sessions is the percentage the pages that were viewed by first time visitors.

**Bounce rate is the percentage of pages that were viewed once followed by an exit.

Top 25 PDF Page Views

The following table shows the 25 most viewed PDFs on USCIS.gov.

► **Notable changes this month:** Total PDF Page Views increased 4.26%, from 15,822,483 in May to 16,497,086 in June. The most downloaded file this month was the “i-9.pdf” with 2.5 million downloads. The “USCIS_ELIS_Customer_User_Manual.pdf” was downloaded 1 million times. The “i-765.pdf” was downloaded 991,803 times, up 268% from last month.

	Top 25 Downloaded Files	Page Views	Change
1	/files/form/i-9.pdf	2,535,657	3.30%
2	/USCIS/USCIS%20ELIS/USCIS_ELIS_Customer_User_Manual.pdf	1,026,530	-14.30%
3	/files/form/i-765.pdf	991,803	268.40%
4	/files/form/m-274.pdf	907,513	10.70%
5	/files/form/i-693.pdf	555,940	201%
6	/files/form/n-400.pdf	438,500	-3.60%
7	/USCIS/Verification/E-Verify/E-Verify_Native_Documents/E-Verify%20Manuals%20and%20Guides/EVerify_User_Manual_Employer.pdf	356,331	5.50%
8	/files/form/i-130.pdf	271,593	21.10%
9	uscis.cgi.dhs.akadns.net/files/form/i-9.pdf	268,488	7.40%
10	/files/form/n-400instr.pdf	264,641	-7.10%
11	/files/form/i-765instr.pdf	255,344	-23.70%
12	/files/form/i-864.pdf	240,859	0.40%
13	/files/form/g-1145.pdf	230,427	-8.20%
14	/USCIS/USCIS%20ELIS/immigrant-fee-guide.pdf	202,258	-14%
15	/files/form/i-864instr.pdf	200,416	-4.30%
16	/USCIS/Verification/E-Verify/E-Verify%20from%20Controlled%20Vocabulary/E-VerifyFedContrListandQueryVol.pdf	199,083	45%
17	/files/form/i-751instr.pdf	186,163	103.60%
18	/USCIS/Office%20of%20Citizenship/Citizenship%20Resource%20Center%20Site/Publications/100q.p	175,131	11.50%
19	/files/form/i-130instr.pdf	173,651	-1.20%
20	/files/form/i-765ws.pdf	162,399	91.90%
21	/files/form/i-90instr.pdf	138,334	-2.70%
22	/files/article/attachments.pdf	134,661	-1.50%
23	/files/form/i-90.pdf	128,826	0.70%
24	/files/form/i-485instr.pdf	128,104	-1.10%
25	/files/form/g-325a.pdf	127,178	1.60%

Top 25 Browser Versions Used by Visitors to USCIS.gov

The following table shows the browsers most frequently used by visitors to the USCIS Customer Service Web Portal (CSWP) at USCIS.gov.

► **Notable changes this month:** Site traffic by all browsers decreased 8.47% over last month. Chrome browsers represented 46.50% of traffic, a decrease of 6.55% over last month. Safari browsers represented 21.63% of traffic, a decrease of 7.81% from last month. Internet Explorer browsers represented 19.44% of traffic, a decrease of 3.86% from last month. Firefox browsers represented 8.58% of traffic, a decrease of 22.87% from last month.

Browser	Browser Version	Sessions	Pages / Session	Avg. Visit Duration
Safari	8.0	1,157,712	2.73	177.86
Internet Explorer	11.0	1,138,771	3.81	309.95
Chrome	43.0.2357.124	1,086,877	3.42	254.49
Chrome	43.0.2357.81	935,910	3.57	255.87
Firefox	38.0	624,878	3.42	258.83
Chrome	43.0.2357.130	599,519	3.47	258.07
Chrome	43.0.2357.93	274,662	2.88	199.89
Internet Explorer	9.0	222,015	3.65	256.34
Internet Explorer	10.0	206,523	3.49	264.79
Android Browser	4.0	191,256	2.88	232.73
Safari	7.0	187,148	2.94	198.49
Chrome	28.0.1500.94	176,906	2.70	209.83
Safari	8.0.6	164,994	3.90	264.49
Internet Explorer	8.0	146,310	3.75	272.42
Chrome	34.0.1847.76	120,559	2.69	188.04
Safari	600.1.4	96,323	3.33	216.54
Chrome	43.0.2357.92	94,451	2.92	204.10
Chrome	43.0.2357.78	90,663	2.91	204.66
Safari (in-app)	(not set)	65,492	2.30	87.02
Safari	7.1.6	53,514	4.03	288.50
Chrome	42.0.2311.111	48,350	2.92	225.34
Internet Explorer	7.0	40,598	2.80	204.42
Chrome	30.0.0.0	36,968	2.76	201.44
Chrome	42.0.2311.152	36,831	3.29	235.18
Chrome	43.0.2357.56	36,318	2.56	169.90

Top 25 Search Terms from Referring External Search Engines

The following are the top 25 search terms entered into external search engines (e.g., Google, Yahoo, Bing, and others) that led to referrals of Web traffic to the CSWP. This list does not include search terms that resulted in PDFs.

► **Notable changes this month:** Searches decreased 3.06% over last month. Searches of “uscis” decreased 9.64% from last month. Searches of “everify” increased 6.25% from last month. Searches for “e-verify for employers” increased 11.03%.

	Search Term	Sessions	% New Sessions*	Bounce Rate**	Pages / Visit	Change
1	(not provided)	4,917,758	34.29%	30.04%	3.53	-2.66%
2	uscis	54,968	25.64%	18.28%	3.53	-9.64%
3	uscis.gov	40,583	26.02%	12.09%	3.95	-2.99%
4	www.uscis.gov	15,613	24.40%	13.00%	4.23	-2.66%
5	uscis forms	8,792	22.76%	12.28%	3.90	5.26%
6	uscis case status	6,573	20.52%	18.03%	2.51	-19.23%
7	everify	6,141	39.05%	13.29%	2.19	6.25%
8	(not set)	4,672	38.91%	28.90%	3.54	14.82%
9	immigration	3,754	38.23%	23.97%	3.45	-22.79%
10	e-verify	3,412	41.74%	15.09%	2.53	5.18%
11	uscis elis	3,132	18.23%	10.76%	3.08	-15.12%
12	uscis home page	3,040	18.52%	11.48%	4.37	-4.25%
13	i-9 form	2,942	69.07%	18.76%	2.13	-4.29%
14	e-verify for employers	2,818	47.13%	15.72%	3.07	11.03%
15	i-9	2,664	66.59%	22.64%	2.40	-1.33%
16	ins	2,495	50.42%	17.88%	4.25	-6.59%
17	www.uscis.gov/uscis-elis	2,380	27.48%	12.86%	4.35	-6.04%
18	us immigration	2,232	50.13%	21.91%	4.29	-5.02%
19	e verify	2,028	39.20%	15.63%	2.51	0.45%
20	immigration and naturalization service	1,912	41.42%	14.17%	5.58	-9.17%
21	green card	1,901	61.23%	31.72%	3.87	-20.26%
22	i9	1,890	67.51%	22.54%	2.09	-7.22%
23	http://www.uscis.gov/	1,451	13.09%	17.44%	3.37	-8.45%
24	citizenship test	1,403	44.98%	22.10%	21.46	-33.13%
25	美国移民局	1,392	34.20%	30.39%	3.07	-32.30%

Top Search Terms Entered into the CSWP Search Engine

The top search terms entered into the CSWP main site's internal search engine indicate what is most important to CSWP visitors once they enter the site.

► **Notable changes this month:** Total queries decreased 24.89% from 1,406,548 in May to 1,056,504 in June. Users queried the term "i-765" 8,595 times.

Top Queries	# of Queries	# of Clicks	CTR*
processing times	11,594	11,797	101.00%
i-765	8,595	8,229	95.00%
i-130	7,590	7,147	94.00%
case status check online	6,556	7,818	119.00%
daca	6,462	5,960	92.00%
i-864	6,376	6,704	105.00%
i-485	5,935	5,645	95.00%
change of address online	5,579	5,814	104.00%
i-90	5,391	5,357	99.00%
status of my case	5,075	5,936	116.00%
g-325a	5,032	5,171	102.00%
tps	4,789	4,216	88.00%
check status of my case	4,666	5,235	112.00%
i-131	4,293	4,184	97.00%
n-400	4,179	4,120	98.00%
infopass make appointment	4,110	4,375	106.00%
case status	4,027	4,661	115.00%
elis	4,000	3,927	98.00%
my case status	3,557	3,788	106.00%
g-325a form	3,518	4,168	118.00%
i765	3,448	3,279	95.00%
n400	3,384	3,402	100.00%
i864	3,234	3,447	106.00%
i130	3,166	3,043	96.00%
tps for nepal	3,136	2,633	83.00%
g325a form	3,130	3,537	113.00%
processing time	2,999	2,903	96.00%
daca renewal	2,966	2,919	98.00%
i-751	2,854	2,790	97.00%
civil surgeon locator	2,848	3,396	119.00%
poverty guidelines 2015	2,831	3,152	111.00%
g-28	2,823	2,804	99.00%
change of address	2,717	2,660	97.00%

Top Queries	# of Queries	# of Clicks	CTR*
i-912	2,691	2,700	100.00%
i485	2,587	2,397	92.00%
i-539	2,586	2,516	97.00%
g325a	2,579	2,691	104.00%
i90	2,472	2,397	96.00%
status	2,456	2,603	105.00%
infopass	2,388	2,432	101.00%
i-94	2,356	2,220	94.00%
i-821d	2,140	2,152	100.00%
i-129	2,113	1,875	88.00%
visa bulletin	2,074	2,115	101.00%
h1b	2,047	1,698	82.00%
opt	1,994	1,767	88.00%
ar-11 change of address online	1,925	2,024	105.00%
address change online	1,861	1,970	105.00%
i-693	1,860	1,790	96.00%
i131	1,860	1,804	96.00%
fee waiver	1,836	1,823	99.00%
asylum	1,799	1,667	92.00%
visa bulletin july 2015	1,797	1,841	102.00%
foia	1,757	1,782	101.00%
n-600	1,755	1,834	104.00%
forms	1,731	1,368	79.00%
765	1,714	1,667	97.00%
dapa	1,678	1,555	92.00%
i-864a	1,657	1,687	101.00%
ar-11	1,650	1,586	96.00%
i-140	1,620	1,424	87.00%
visa	1,589	1,224	77.00%
case status by receipt number	1,571	1,898	120.00%
g-325	1,564	1,620	103.00%

*CTR: Click through Rate

Surveys of User Satisfaction

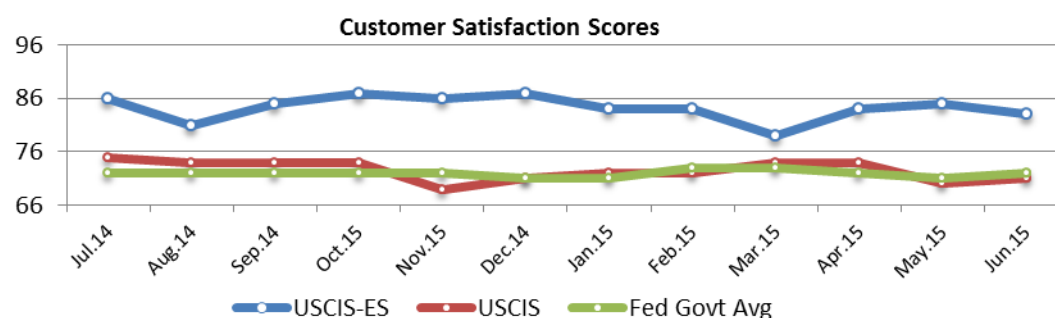
USCIS.gov and its Spanish language area, USCIS-ES, use ForeSee Results surveys, part of the American Customer Satisfaction Index (ACSI) E-Government Index, to gauge customer satisfaction and identify areas for improvement.



► **Notable changes this month:** The score for USCIS-ES.gov decreased from 85 to 83 this month with 90 respondents this month. The score for USCIS.gov increased from 70 to 71 with 928 respondents this month.

This Month's Average Customer Satisfaction Scores

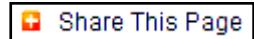
USCIS	USCIS-ES	Federal Govt.
71	83	71



Top Visitor Responses to Selected Survey Questions (% of respondents per site)

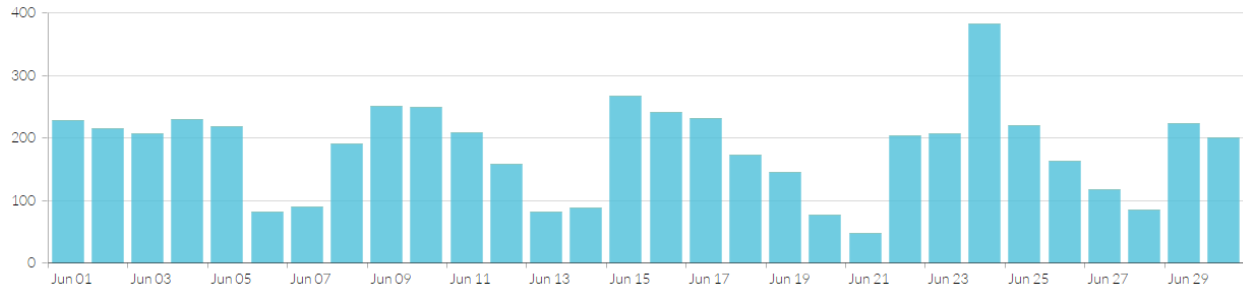
Primary Reason for Visiting the Site	USCIS	USCIS-ES
Check My Case Status	19	19
Green Card Information	13	16
Download Form(s)	9	1
Find Form(s)	12	4
Get General Information Before I File My Case	13	22
Citizenship Requirements	2	6
Primary Method Used to Find Information		
Links on the pages	24	19
Site's Search Feature	21	30
Top Navigation Bar	16	22
Forms search	12	N/A
Used an External Search Engine (e.g., Google)	13	10
Homepage banners, icons, ads	6	7
Just Browsing	6	8
Site Map	2	4
Self-Identified Role of Visitor		
Permanent Resident (green card holder)	23	17
Naturalized U.S. Citizen	16	9
U.S. Born Citizen	21	2
Citizen of a Foreign Country	9	22
Visitor/Nonimmigrant	7	23

Social Media Activity Using Links on USCIS.gov Pages



Many CSWP pages offer social media options. By taking one of these actions, visitors can share a page or bookmark it using a variety of social media tools.

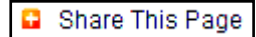
► **Notable changes this month:** USCIS.gov pages were shared 5,467 times in June. The “DHS Announces Temporary Protected Status Designation for Nepal” page was shared 238 times and clicked 784 times. The “Application to Replace Permanent Resident Card” page was shared 212 times and clicked over 50 times each.



Top Shares:

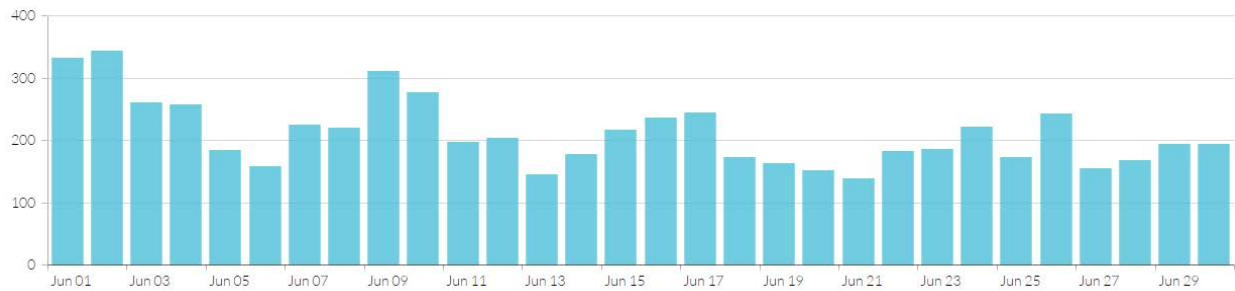
	Title	Shares	Social Clicks
1	DHS Announces Temporary Protected Status Designation for Nepal	238	784
2	Application to Replace Permanent Resident Card	212	50
3	USCIS ELIS	196	12
4	E-Filing Form I-90 Using USCIS ELIS	161	13
5	Petition for Alien Relative	143	92
6	Application for Naturalization	97	50
7	Application for Employment Authorization	78	45
8	Homepage	67	0
9	Temporary Protected Status Extended for Somalia	58	52
10	Did You Know? A Green Card Does Not Always Have a Signature	57	169
11	USCIS Immigrant Fee	57	50
12	Affidavit of Support Under Section 213A of the Act	57	27
13	Application To Extend/Change Nonimmigrant Status	56	8
14	Application to Register Permanent Residence or Adjust Status	55	25
15	Fianc��(e) Visas	52	36
16	Forms	51	85
17	Don't Let Your Work Permit Expire; Follow These DACA Renewal Tips	44	70
18	Petition to Remove Conditions on Residence	42	45
19	Petition for Alien Fianc��(e)	42	26
20	Application for Travel Document	39	13

Social Media Activity Using Links on Citizenship Resource Center Pages



Many CSWP pages offer social media options. By taking one of these actions, visitors can share a page or bookmark it using a variety of social media tools.

► **Notable changes this month:** Citizenship Resource Center pages were shared 6,319 times in May, 27.41% down from May. The “Naturalization Self-Test” was the most shared.



Top Shares:

	Title	Shares	Social Clicks
1	Naturalization Self-Test 1	2,887	250
2	Naturalization Self-Test 2	1,249	38
3	Naturalization Self-Test 3	688	8
4	Naturalization Self-Test 4	462	20
5	100 Civics Questions and Answers with MP3 Audio (English version)	145	472
6	Naturalization Self-Test 1	135	33
7	Apply for Citizenship	86	56
8	Study for the Test	78	26
9	100 Civics Questions and Answers with MP3 Audio (English version)	58	294
10	Teachers	42	3
11	Citizenship Rights and Responsibilities	25	8
12	The USCIS Naturalization Interview and Test Video	20	7
13	Naturalization Self-Test 2	20	2
14	Study Materials for the English Test	19	5
15	Study Materials for the Civics Test	18	17
16	Free Information Sessions	17	4
17	Becoming a U.S. Citizen: An Overview of the Naturalization Process	16	7
18	The USCIS Naturalization Interview and Test Video (Spanish captions)	14	3
19	Contact Us	13	0
20	Study%20Booklets	12	15

FOIA Status Check

The tables on this page reflect traffic to the FOIA Status Check landing page and the number of transactions submitted to the application.

► **Notable changes this month:** Page views decreased 6.29% and Transactions decreased 8.45%.

	Sep.14	Oct.14	Nov.14	Dec.14	Jan.15	Feb.15	Mar.15	Apr.15	May.15	Jun.15
Page Views on Landing Page	16,438	17,441	30,695	29,262	32,777	43,063	40,392	43,588	49,325	46,222
- Transactions	19,207	15,545	21,969	36,900	38,761	33,458	35,390	36,347	39,297	35,976

	Nov.13	Dec.13	Jan.14	Feb.14	Mar.14	Apr.14	May.14	Jun.14	Jul.14	Aug.14
Page Views on Landing Page	7,303	9,507	13,861	19,317	22,744	22,164	20,058	18,453	17,486	17,759
- Transactions	13,171	14,009	13,927	13,623	17,244	14,993	15,220	15,743	18,174	18,799

	Jan.13	Feb.13	Mar.13	Apr.13	May.13	Jun.13	Jul.13	Aug.13	Oct.13	Sep.13
Page Views on Landing Page	23,753	20,934	23,837	23,826	24,159	22,688	24,485	25,326	22,479	23,587
- Transactions	13,081	10,930	13,751	13,627	14,711	13,457	15,341	16,456	14,302	14,329

	Mar.12	Apr.12	May.12	Jun.12	Jul.12	Aug.12	Sep.12	Oct.12	Nov.12	Dec.12
Page Views on Landing Page	30,585	29,569	29,543	30,274	32,278	33,968	26,182	25,379	22,656	18,708
- Transactions	23,919	22,893	23,525	22,939	23,731	26,136	18,187	17,008	14,421	11,448

	May.11	June.11	July.11	Aug.11	Sep.11	Oct.11	Nov.11	Dec.11	Jan.12	Feb.12
Page Views on Landing Page	32,553	36,238	29,879	29,076	26,112	25,260	29,930	28,005	32,342	27,787
- Transactions	22,862	25,464	21,749	21,772	20,002	19,672	19,777	21,375	25,048	20,882

	July.10	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11	Feb.11	Mar.11	Apr.11
Page Views on Landing Page	33,403	37,913	35,005	24,986	19,561	18,296	22,190	22,562	27,118	24,183
- Transactions	19,017	22,584	21,597	16,757	13,696	13,401	15,828	17,096	21,085	19,472

	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10	May.10	June.10
Page Views on Landing Page	15,861	14,056	17,725	28,414	30,624	27,712	29,196	26,796	27,990	26,338
- Transactions	12,222	12,397	14,984	16,994	19,228	14,888	16,721	17,887	18,565	16,521

Subscription Email Messages and Tweets

Visitors to USCIS.gov may subscribe to several of the site's topic areas so they can be sent email bulletins when content changes. Subscriptions are initiated by visitors using the right-column news widget or the Get Email Updates link on many pages. The most subscribed topics are News, Forms, H-1B Cap Season, Federal Register Announcements, and E-Verify Updates. People may also follow USCIS.gov using Twitter.

► **Notable changes this month:** USCIS distributed 6,725,991 email bulletins to subscribers, - 58.47% more than last month. Tweets decreased from 156 to 139. Twitter followers increased 1.71% over last month.

	Dec.14	Jan.15	Feb.15	Mar.15	Apr.15	May.15	Jun.15
GovDelivery Bulletins	22	35	18	55	66	61	73
Emails Distributed to Subscribers	2,107,867	2,353,908	1,719,876	3,056,968	4,726,760	4,244,437	6,725,991
Subscribers at End of Month	510,159	531,824	554,119	567,922	591,744	603,520	604,296
Subscriptions	1,478,787	1,533,777	1,594,163	1,628,014	1,677,423	1,704,224	1,705,919
Total Subscribable Topics	58	59	61	61	60	60	62
Tweets Issued	45	122	74	75	133	156	139
Twitter Followers at End of Month	46,000	47,900	50,000	51,300	54,800	56,700	57,670

	May.14	Jun.14	Jul.14	Aug.14	Sep.14	Oct.14	Nov.14
GovDelivery Emails Issued	19	21	23	26	39	31	24
Emails Distributed to Subscribers	1,897,736	1,567,847	2,187,720	2,828,729	4,608,538	3,410,363	2,091,328
Subscribers at End of Month	405,497	407,621	417,934	428,599	435,001	443,218	486,047
Subscriptions	1,262,430	1,267,153	1,282,317	1,299,675	1,310,522	1,317,389	1,422,583
Total Subscribable Topics	58	57	58	57	57	57	58
Tweets Issued	45	43	63	56	108	57	79
Twitter Followers at End of Month	38,484	39,383	40,738	41,795	42,688	43,500	45,700

	Oct.13	Nov.13	Dec.13	Jan.14	Feb.14	Mar.14	Apr.14
GovDelivery Emails Issued	22	22	18	17	16	28	28
Emails Distributed to Subscribers	1,657,058	2,333,107	1,719,876	1,214,810	997,583	1,872,711	2,634,479
Subscribers at End of Month	402,895	401,817	401,575	403,424	405,252	406,632	408,500
Subscriptions	1,238,863	1,237,090	1,238,296	1,243,034	1,250,826	1,258,551	1,268,668
Total Subscribable Topics	54	55	55	56	58	58	58
Tweets Issued	74	38	67	95	96	87	47
Twitter Followers at End of Month	30,747	31,275	32,182	33,400	34,057	35,297	36,925

	Mar.13	Apr.13	May.13	Jun.13	Jul.13	Aug.13	Sep.13
GovDelivery Emails Issued	38	31	23	23	27	19	17
Emails Distributed to Subscribers	2,457,203	2,976,849	2,079,216	1,663,637	2,031,262	911,515	1,516,924
Subscribers at End of Month	355,875	388,352	389,453	391,206	399,076	401,420	403,834
Subscriptions	1,127,188	1,175,533	1,175,771	1,188,393	1,207,556	1,221,140	1,234,000
Total Subscribable Topics	48	50	52	52	52	52	54
Tweets Issued	37	84	22	71	55	40	78

USCIS-ES Visitor Traffic

The CSWP includes USCIS-ES, a Spanish language version of many of its pages. Since its launch in late 2009, USCIS-ES has regularly accounted for about 3% of all traffic to the CSWP.

► **Notable changes this month:** User Sessions and Page Views decreased 3.08% and 2.41% respectively.

Google Analytics Metrics	Dec.14	Jan.15	Feb.15	Mar.15	Apr.15	May.15	Jun.15	Change
Pageviews	1,142,571	1,678,901	1,643,532	1,396,239	1,292,955	1,169,519	1,141,316	-2.41%
Users	277,111	422,347	418,778	312,832	284,404	263,818	256,126	-2.92%
Sessions	451,845	659,000	661,719	515,858	468,562	429,517	416,290	-3.08%
Avg Session Duration	00:03:39	0:03:36	0:03:27	0:03:51	00:03:53	00:03:49	0:03:51	0.87%
% New Sessions	49.06%	54.53%	52.24%	48.92%	48.99%	49.72%	50.29%	1.15%
Pageviews/Session	2.53	2.55	2.48	2.71	2.76	2.72	2.74	0.74%
Bounce Rate	56.42%	57.44%	58.85%	54.48%	53.82%	54.44%	53.91%	-0.97%

USCIS-ES Sessions by Desktop, Mobile and Tablet Browsers

The following table and accompanying pie chart shows the browsers by operating system and device category that most frequently use the USCIS-ES Spanish.

► **Notable changes this month:** Mobile browsers accounted for 49.90% of traffic to the Spanish site, down 3.34% from last month. User Sessions by Android Mobile browsers were down 2.89% compared to last month. iOS mobile browsers came in third with a decrease of 2.90% compared to last month.

OS (device category)	Jan.15	Feb.15	Mar.15	Apr.15	May.15	Jun.15	Change
Android (mobile)	242,439	243,560	172,870	157,605	140,545	136,477	-2.89%
Windows (desktop)	199,377	195,115	180,184	165,249	155,167	150,449	-3.04%
iOS (mobile)	115,169	120,712	80,555	71,197	64,451	62,584	-2.90%
iOS (tablet)	42,142	41,949	32,729	28,608	26,632	25,061	-5.90%
Macintosh (desktop)	20,482	21,266	18,717	16,986	16,450	16,369	-0.49%
Android (tablet)	19,669	18,680	16,217	15,144	13,238	12,855	-2.89%
Windows Phone (mobile)	4,204	4,373	3,341	3,019	3,066	2,952	-3.72%
Windows (mobile)	5,097	5,434	4,847	4,371	4,250	4,193	-1.34%
Linux (desktop)	4,422	5,357	1,761	1,779	1,673	1,651	-1.32%
Chrome OS (desktop)	2,466	2,030	1,841	2,051	1,711	1,558	-8.94%
Total	659,013	661,717	515,855	468,564	429,518	416,290	-3.08%

Top 25 Viewed USCIS-ES Pages

The following table shows the 25 most viewed pages on USCIS-ES this month with additional statistics according to Google Analytics.

► **Notable changes this month:** Page Views were down an average of 2.41%. The USCIS-ES homepage was viewed 247,238 times in June compared to 255,017 in May, a decrease of 3.05%. Page Views of the “Contáctenos” page increased 10.50% from last month. Page Views of the “Consideración de Acción Diferida para los Llegados en la Infancia” page was up 12.54% from last month.

	Page Title	Page Views	Unique Pageviews	Entrances	Bounce Rate	Change
1	Espanol Homepage	247,238	158,059	142,936	48.36%	-3.05%
2	Formularios	40,757	28,539	7,526	35.29%	-6.57%
3	Petición de Familiar Extranjero	29,029	18,158	6,731	57.08%	-3.38%
4	Trámite y procedimientos para la Tarjeta Verde	26,900	18,936	7,879	40.61%	-1.48%
5	Mientras mi caso está en trámite con el USCIS	23,204	16,355	10,099	51.03%	2.59%
6	Contáctenos	18,851	12,675	2,454	61.90%	10.50%
7	Tarjeta Verde	17,778	13,144	4,992	32.41%	-1.63%
8	Tarjeta Verde a través de la Familia	17,451	12,477	767	48.76%	0.87%
9	Noticias	15,591	12,468	2,973	48.37%	-9.33%
10	Solicitud de Registro de Residencia Permanente o Ajuste de Estatus	15,371	10,585	3,388	50.94%	2.59%
11	El examen de naturalización: Materiales de estudio	14,668	9,486	4,646	56.01%	-2.43%
12	Familiares de Ciudadanos Estadounidenses	14,455	9,661	4,718	41.44%	-3.86%
13	Solicitud de Naturalización	12,879	7,990	4,371	56.85%	-2.28%
14	Solicitud para Reemplazar la Tarjeta de Residente Permanente (Green Card)	12,766	7,794	4,470	57.34%	1.76%
15	Disponibilidad de Visas y Fechas de Prioridad	11,709	8,158	4,397	54.40%	-9.26%
16	Consideración de Acción Diferida para los Llegados en la Infancia	11,360	8,698	6,393	71.25%	12.54%
17	Tarjeta Verde para un Familiar Inmediato de un Ciudadano de los Estados Unidos	10,149	7,176	1,499	50.23%	3.45%
18	Solicitud de Autorización de Empleo	9,107	5,107	2,324	51.76%	7.86%
19	Ciudadanía	8,841	6,621	2,190	41.74%	-2.00%
20	Viajes internacionales como Residente Permanente	8,653	6,662	4,232	69.35%	9.35%
21	Tarjeta Verde para un Familiar de un Ciudadano Estadounidense	8,140	5,249	1,013	48.47%	0.46%
22	Cónyuge	7,985	5,813	4,290	52.07%	3.55%
23	Otras maneras para obtener la Tarjeta Verde	7,940	5,116	452	49.78%	0.94%
24	Documento de Autorización de Empleo	7,712	5,959	4,803	55.57%	5.36%
25	Después de recibir una decisión	7,477	5,654	2,262	58.66%	-2.82%

* “Entrances” count the first hit of the session that is also a page.